

**AMENDMENT TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for the display of advertising material during personal versatile recorder (PVR) trick play modes, comprising the steps of:

storing program material on a PVR, wherein the program material includes at least one of audiovisual programming and other media types including Internet data files;

storing advertising material on a PVR; and

merging the advertising material with the program material during PVR trick play modes such that the advertising material is displayed during said trick play modes, wherein the PVR has the capability to digitally store and replay analog audiovisual programming and other media types including Internet data files.

2. (Original) A method in accordance with claim 1, wherein the trick play modes comprise at least one of pause, scan forward, scan backward, jump, and still frame display.

3. (Original) A method in accordance with claim 1, wherein the advertising material to be displayed is controlled by an ad selection engine.

4. (Original) A method in accordance with claim 1, wherein said merging is accomplished by alpha blending the advertising material with the program material.

5. (Original) A method in accordance with claim 1, wherein said merging results in the advertising material being displayed in a picture-in-picture format.

6. (Original) A method in accordance with claim 1, wherein said merging results in said advertising material being displayed as one of a banner or a border.

7. (Original) A method in accordance with claim 1, wherein said program material is at least partially visible during said trick play modes.

8. (Original) A method in accordance with claim 1, wherein said advertising material is unrelated to said program material.

9. (Original) A method in accordance with claim 1, wherein said advertising material is associated with the program material being viewed.

10. (Original) A method in accordance with claim 9, wherein said advertising material is stored, only while the associated program material is displayed.

11. (Original) A method in accordance with claim 9, wherein the advertising material is stored for as long as the program material is stored.

12. (Original) A method in accordance with claim 1, wherein said program material is stored separately from said advertising material.

13. (Original) A method in accordance with claim 1, wherein the advertising material is provided by at least one of an RF cable network, a DSL network, a DOCSIS network, a dial-up network, a wireless network, and a satellite network.

14. (Original) A method in accordance with claim 1, comprising the further step of: providing information regarding a source of the advertising material; and downloading the advertising material from the source for storage on the PVR.

15. (Original) A method in accordance with claim 14, wherein the advertising material is downloaded from the source when the program material is accessed.

16. (Original) A method in accordance with claim 1, wherein the advertising material is based on customer preference.

17. (Original) A method in accordance with claim 1, wherein the PVR comprises one of a set-top terminal, a digital television, or a personal computer.

18. (Currently Amended) A personal versatile recorder (PVR) apparatus for the display of advertising material during trick play modes, comprising:

one or more memory devices for storing program material and advertising material on the PVR, wherein the program material includes at least one of audiovisual programming and other media types including Internet data files;

a display engine associated with the one or more memory devices for providing display output; and

a [an] motion control engine for directing the display engine to merge the advertising material with the program material during PVR trick play modes such that the advertising material is displayed during said trick play modes, wherein the PVR has the capability to digitally store and replay analog audiovisual programming and other media types including Internet data files.

19. (Original) Apparatus in accordance with claim 18, wherein the trick play modes comprise at least one of pause, scan forward, scan backward, jump, and still frame display.

20. (Original) Apparatus in accordance with claim 18, further comprising:  
an ad selection engine for controlling the advertising material to be displayed.

21. (Original) Apparatus in accordance with claim 18, wherein the display engine merges the advertising material with the program material using alpha blending techniques.

22. (Original) Apparatus in accordance with claim 18, wherein the display engine causes said advertising material to be displayed in a picture-in-picture format.

23. (Original) Apparatus in accordance with claim 18, wherein the display engine causes said advertising material to be displayed as one of a banner or a border.

24. (Original) Apparatus in accordance with claim 18, wherein said program material is at least partially visible during said trick play modes.